



CITY OF LODI COUNCIL COMMUNICATION

AGENDA TITLE: Public Hearing to Consider Adoption of Resolution Levying Annual (2011) Assessment for Downtown Lodi Business Improvement Area No. 1 and Confirming the Downtown Lodi Business Partnership 2010-11 Annual Report (as Approved by Council on September 1, 2010)

MEETING DATE: October 6, 2010

PREPARED BY: Interim City Manager

RECOMMENDED ACTION: Conduct public hearing to consider adoption of resolution levying annual (2011) assessment for Downtown Lodi Business Improvement Area No. 1 and confirming the Downtown Lodi Business Partnership 2010-11 Annual Report (as approved by Council on September 1, 2010).

BACKGROUND INFORMATION: The Downtown Lodi Business Improvement Area No. 1 2010-11 Annual Report was presented and approved by the City Council on September 1, 2010. The Council established October 6, 2010, as the public hearing date during which time the public would have an opportunity to present written or oral protests to the assessment being proposed. The public hearing is established pursuant to Section 36535 of the California Streets & Highways Code.

Pursuant to Lodi Municipal Code Section 12.06.110: The purpose of this process is to comply with the Act provisions regarding public notice and hearing prior to establishing the benefit fees for the following billing period. City shall not adopt, modify, or otherwise amend any billing period budget of the area that is inconsistent in any way with such billing period's budget as agreed to and presented by the board except in the case of a written majority protest (regarding elimination or modification of any specific budget item) from business owners which will pay 50 percent or more of the fees proposed to be levied as to any specific budget item pursuant to the Streets and Highways Code Section 36525(b). In such case, the written protest regarding any specific budget item shall be grounds to eliminate or modify such expenditure from the area's proposed budget pursuant to the written protest.

Streets and Highways Code 36535(c) states: At the conclusion of the public hearing, the City Council may adopt a resolution confirming the report as originally filed or as changed by it. The adoption of the resolution shall constitute the levy of an assessment for the fiscal year referred to in the report.

FISCAL IMPACT: The Downtown Lodi Business Partnership (DLBP) was established in order to create the mechanisms necessary to give Downtown Lodi the ability to compete regionally as a shopping center and entertainment destination. The purpose of the assessment is to pool contributions of individual business owners in order to provide the DLBP with the resources to provide marketing and events coordination.

FUNDING AVAILABLE: As collected by the City on behalf of the DLBP.

A handwritten signature in black ink, appearing to read "Konradt Bartlam".

Konradt Bartlam
Interim City Manager

APPROVED:

A handwritten signature in black ink, appearing to read "Konradt Bartlam".

Konradt Bartlam, Interim City Manager

RESOLUTION NO. 2010-172

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
LODI CONFIRMING THE 2010 ANNUAL REPORT FOR THE
DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1
AND LEVY OF ASSESSMENT

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WHEREAS, Downtown Lodi Business Improvement Area No. 1 was established December 17, 1997, by Council adoption of Ordinance No. 1654; and

WHEREAS, the Annual Report, as required by Streets and Highways Code §36533, has been submitted to the City Council by the Board of Directors of said Improvement Area; and

WHEREAS, a public hearing was held as required by Streets and Highways Code 536535 on October 6, 2010, in the City Council Chambers at Carnegie Forum, 305 West Pine Street, Lodi, California, at 7:00 pm., or as soon thereafter as possible, to consider protests to the assessment levy.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and find as follows:

- 1) The required public hearing was duly held, at which time the public was allowed to present written or oral protests to the levy of assessment for Downtown Lodi Business Improvement Area No. 1.
- 2) A majority protest as defined in the Streets and Highways Code §36525 was not made.
- 3) The 2010-11 Annual Report as submitted on September 1, 2010, by the Board of Directors of the Improvement Area to the City Council is hereby confirmed as originally filed and attached hereto.
- 4) The confirmation of the report and adoption of this resolution constitutes the levy of the assessment as contained in the Annual Report for the calendar year 2011.

Date: October 6, 2010

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I hereby certify that Resolution No, 2010-172 was passed and adopted by the Lodi City Council in a regular meeting held October 6, 2010, by the following vote:

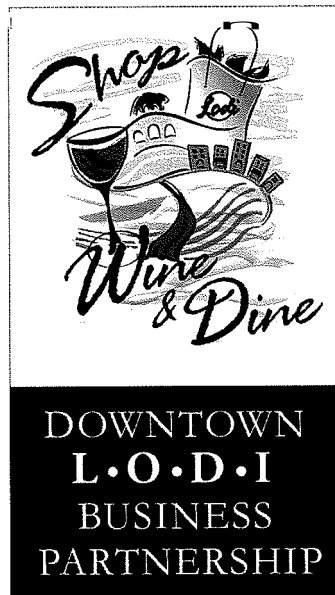
AYES: COUNCIL MEMBERS – Hansen, Hitchcock, Johnson, Mounce,
and Mayor Katzakian

NOES: COUNCIL MEMBERS – None

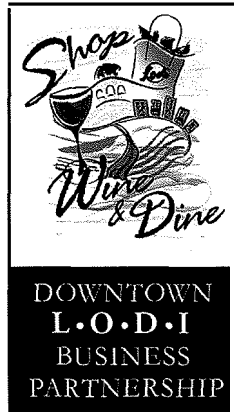
ABSENT: COUNCIL MEMBERS – None

ABSTAIN: COUNCIL MEMBERS – None


RANDI JOHL
City Clerk



DOWNTOWNLODI BUSINESS PARTNERSHIP **2010 ANNUAL REPORT**



DOWNTOWN LODI BUSINESS PARTNERSHIP **2010 ANNUAL REPORT**

1. B.I.D. INFORMATION

California Streets and Highway Code Requirements
Articles of Incorporation
Benefit Fee Schedule
Map of Zoned Business Improvement District
Mission Statement

2. BUDGET & FINANCIALS

Funding & Expense Flow Chart
2010 Proposed Budget
2010 Event Budgets
2009 Balance Sheet
2009 Profit & Loss Statement

3. ESTABLISHED EVENTS

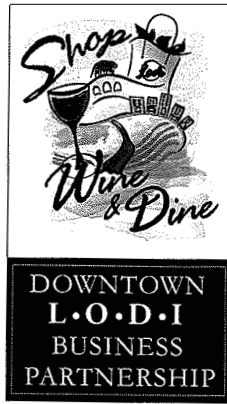
2010 & 2011 Calendar of Events
Downtown Lodi Certified Farmers Market
Parade of Lights
Other Events; *Downtown Winterfest, Downtown Trick-or-Treat & Fall Festival, 'Stuck in Lodi' Car Show, etc.*

4. NEW IN 2010

Downtown Holiday Shopping Incentive Program
Shop Sunday Campaign
Passport Events; Fall Flavor Fest & Couples Passport to Lovers Lane
Post Office Plaza

5. MARKETING PLANS & GOALS

DLBP Marketing Material
2009 & 2010 Accomplishments
2011 Goals



September 1, 2010

Mr. Rad Bartlam, Interim City Manager
City of Lodi
221 W. Pine Street
Lodi, CA 95240

Re: DLBP Annual Report 2010

Dear Mr. Bartlam,

Section 11.0 of the City Ordinance Number 1654, establishing the Downtown Lodi Business Improvement Area, requires that we submit to you by September of each year our annual report and budget.

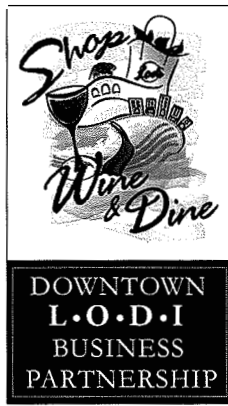
In addition, the State of California Streets and Highways code, which is the enabling legislation, also specifies that certain additional information be provided. You will find all of the required information contained in our report.

We have provided you with eight copies, five for the City Council, one for the City Clerk, one for City Attorney and one for yourself.

Thank you for your continued support.

Sincerely, ■

Jaime Watts, Executive Director
Downtown Lodi Business Partnership



2010 ANNUAL REPORT

Items listed below refer to Section 36533(b) of the California Streets and Highway Code:

No changes in boundaries of benefit zones within the area are proposed.

No physical improvements are planned.

Budget for the 2010 calendar year is enclosed.

The budget details all sources of income and projected expenses.

A Benefit Fee Schedule and a Map of the Business Improvement Area are enclosed.

2038309
ENDORSED
FILED

In the office of the Secretary of State
of the State of California

MAR 31 1998

Bill Jones
BILL JONES, Secretary of State

ARTICLES OF INCORPORATION OF
DOWNTOWN LODI BUSINESS PARTNERSHIP
A California Nonprofit Mutual Benefit Corporation

One: The name of the corporation is Downtown Lodi Business Partnership (A California Nonprofit Mutual Benefit Corporation).

Two: This corporation is a nonprofit mutual benefit corporation organized under the Nonprofit Mutual Benefit Corporation Law. The purpose of this corporation is to engage in any lawful act or activity for which a corporation may be organized under such law.

Such purposes for which this corporation is formed are to promote and improve the downtown Lodi business area, to generally improve business conditions in the downtown area, and to generally enhance the downtown area of the City of Lodi. Notwithstanding any other provision of these articles, this corporation shall not engage in any activities or exercise any powers that are not in furtherance of the purposes of this corporation.

Three: The name and address of the corporation's initial agent for service of process is Ronald M. Beckman, Esq., 111 N. Church Street, Lodi, California, 95240.

Four: The right to determine the consideration for which memberships will be issued shall be vested in the Regular Members, to be determined by a majority vote of the Regular Members in good standing.

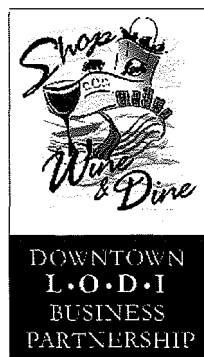
Five: No part of the net earnings of the corporation shall inure to the benefit of any member or private shareholder, as defined for purposes of Section 501 (c) (5) of the Internal Revenue Code of 1954.

Dated: March 31, 1998

Ronald M. Beckman

Ronald M. Beckman, Incorporator





DOWNTOWN LODI BUSINESS PARTNERSHIP BENEFIT FEE SCHEDULE

BUSINESS TYPE	ZONE A	ZONE B
Retailers/Restaurants*	\$240 (1-3 Employees)	\$120
	\$360 (4-6 Employees)	\$180
	\$480 (7+ Employees)	\$240
Service Businesses	\$180	\$90
Professional Businesses	\$120	\$60
Financial Institutions	\$600	\$600

**Note: Retail and restaurant businesses are assessed based on the number of employees - either full-time, or the equivalent made up of multiple employees.*

BUSINESS TYPE DEFINITIONS:

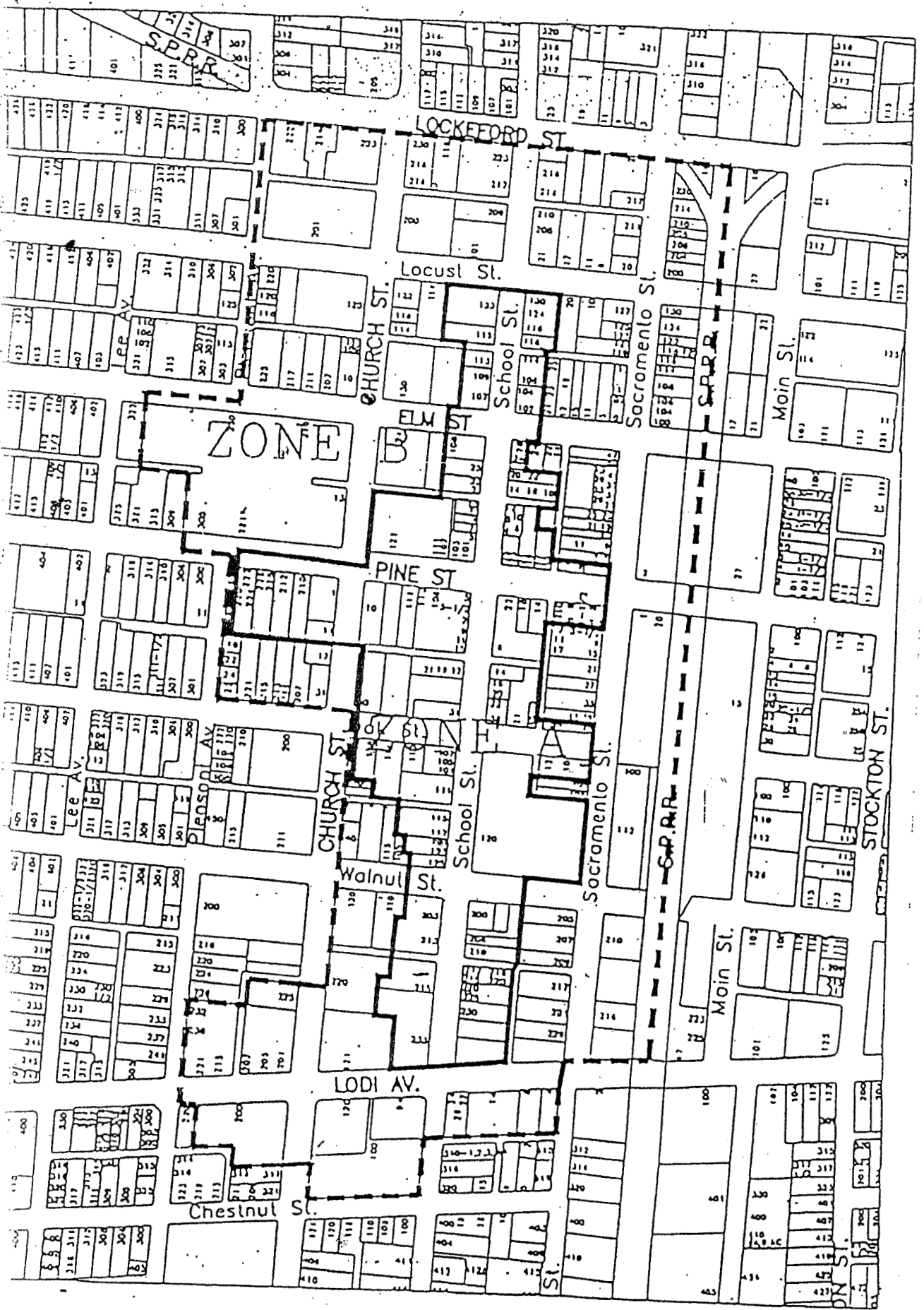
Retail and Restaurant – Businesses that buy and resell goods. Examples would be clothing stores, shoe stores, office supplies, as well as businesses that sell prepared food and drinks.

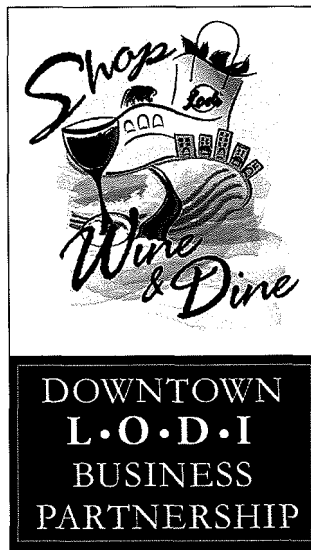
Service Businesses – Businesses that sell services. Examples are beauty and barber shops, repair shops, lodging, most automotive-oriented businesses, entertainment businesses such as theaters, etc.

Professional Businesses – Includes architects, engineers, attorneys, dentists, doctors, accountants, optometrists, realtors, insurance offices, mortgage brokers and most other businesses which require advanced or specialized licenses, and/or advanced academic degrees.

Financial Institutions – Includes banking and savings and loan institutions, as well as credit unions, etc.

Downtown Lodi Business Partnership
4 West Pine Street, Lodi, California 95240
209.369.8052 phone 209.369.8053 fax
www.downtownlodi.com





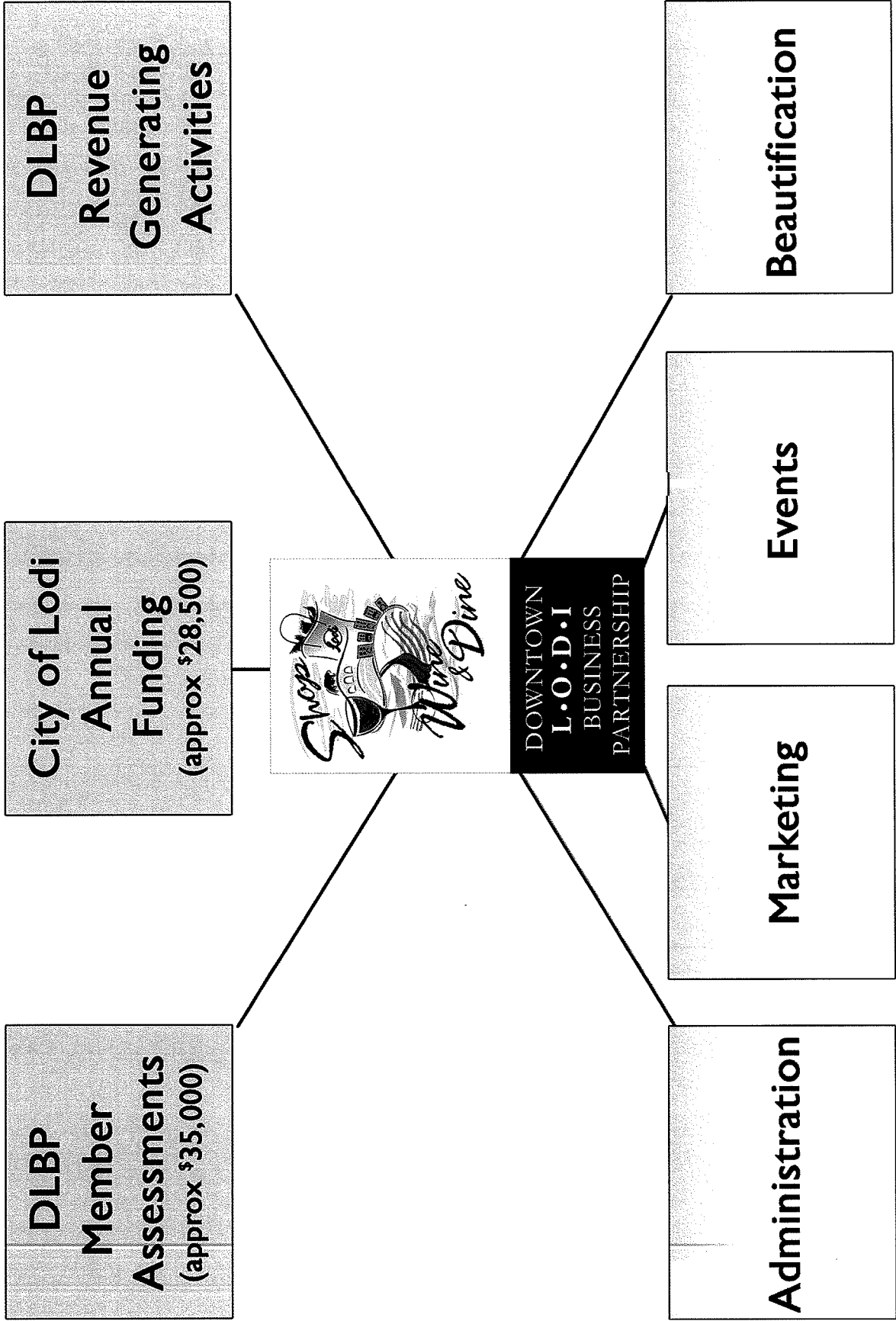
MISSION STATEMENT

The Downtown Lodi Business Partnership, comprised of business owners, professionals and merchants, is a non-profit association developed to encourage growth and prosperity in the Downtown Community of Lodi, and to maintain its economic health on an on-going basis.

This will be accomplished by:

- Encouraging development of new businesses, while retaining and revitalizing existing businesses
- Promoting retail activity by creating and maintaining a quality environment through coordinated advertising and downtown events
- Serving as an advocate for downtown businesses in dealing with local government, maintenance projects, the media and general public

4 West Pine Street, Lodi, Ca 95240
209.369.8052 phone 209.369.8053 fax
www.downtownlodi.com



Downtown Lodi Business Partnership

Proposed Budget

January 1, 2010 through December 31, 2010

Income

Assessment Fees	34900.00
City of Lodi	28500.00
Event Revenue	
Farmers Market	74000.00
Parade of Lights	14100.00
Street Banner Program	2000.00
Downtown Trick-or-Treat & Fall Festival	500.00
Winterfest	3000.00
Passport Promotions	1000.00
Miscellaneous Events & Sales	<u>5000.00</u>

Total Income **163,000.00**

Expenses

Administrative	
Director's Salary	47100.00
Staff Wages	12000.00
Payroll Taxes	5200.00
Contract Labor	400.00
Insurance	11000.00
Professional Fees	3000.00
Rent	4800.00
Storage	850.00
Office Supplies	5300.00
Office Equipment	1000.00
Bank & Merchant Fees	500.00
Postage	400.00
Utilities (phone, internet, alarm, etc.)	5000.00
Marketing Expenses	
Advertising, Marketing & Promotions	2900.00
Travel	800.00
Public Relations	600.00
Seminars & Conferences	500.00
Website	2000.00
Membership Expenses	
Newsletters	300.00
Quarterly Mixers	200.00
Plaques & Trophies	200.00
Sunshine Committee	200.00

Revitalization Expenses	
Downtown Beautification & Flowers	400.00
Kiosks (maps, printing, maintenance)	1400.00
Event Expenses	
Farmers Market	47000.00
Parade of Lights	2650.00
Street Banner Program	665.00
Community Trick-or-Treat & Fall Fest	500.00
Winterfest	4635.00
Passport Promotions	500.00
Miscellaneous Events & Sales	<u>1000.00</u>
Total Expenses	163,000.00

2010 DLBP Events	Farmers Market	Downtown Winterfest	Parade of Lights	Passport Events
Income:				
Sponsorships				
Event	4000.00	3000.00	5000.00	0.00
Beer Garden	2500.00	0.00	0.00	0.00
Wine Gardent	2500.00	0.00	0.00	0.00
Beer/Wine Sales	35000.00	0.00	0.00	0.00
Entry Fees	0.00	0.00	7500.00	0.00
Passport Sales	0.00	0.00	0.00	1000.00
Vendor Fees	30000.00	0.00	1600.00	0.00
Total Income	74000.00	3000.00	14100.00	1000.00
Expenses:				
Advertising	500.00	0.00	0.00	0.00
Awards	500.00	0.00	100.00	0.00
Beer/Wine	34000.00	0.00	0.00	0.00
Carriages	0.00	1500.00	0.00	0.00
Decorations/Lights	0.00	2000.00	0.00	0.00
Entertainment	5000.00	0.00	0.00	0.00
Licenses/Permits	1500.00	35.00	150.00	0.00
Marketing/Promotion	0.00	200.00	0.00	0.00
Outside Labor	2400.00	400.00	200.00	0.00
Repairs	300.00	0.00	0.00	0.00
Sanitation	1000.00	0.00	500.00	0.00
Signage	500.00	0.00	200.00	0.00
Supplies	1000.00	0.00	500.00	500.00
Transportation	0.00	0.00	500.00	0.00
Xmas Tree	0.00	400.00	0.00	0.00
Miscellaneous	300.00	100.00	500.00	0.00
Total Expenses	47000.00	4635.00	2650.00	500.00
Net Profit/Loss	27000.00	-1635.00	11450.00	500.00

Downtown Lodi Business Partnership
Balance Sheet
As of December 31, 2009

Cash Basis

	<u>Dec 31, 09</u>
ASSETS	
Current Assets	
Checking/Savings	
Farmers & Merchants Bank	385.25
Savings Account	28.00
Petty Cash	9.13
Total Checking/Savings	<u>422.38</u>
Total Current Assets	422.38
Fixed Assets	
Office Equipment	12,491.31
Furniture & Fixtures	2,712.99
Accumulated Depreciation	<u>-9,985.63</u>
Total Fixed Assets	<u>5,218.67</u>
TOTAL ASSETS	<u>5,641.05</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	6,159.65
Total Other Current Liabilities	<u>6,159.65</u>
Total Current Liabilities	<u>6,159.65</u>
Total Liabilities	6,159.65
Equity	
Retained Earnings	3,079.18
Net Income	<u>-3,597.78</u>
Total Equity	<u>-518.60</u>
TOTAL LIABILITIES & EQUITY	<u>5,641.05</u>

Downtown Lodi Business Partnership

Profit & Loss

Cash Basis

January through December 2009

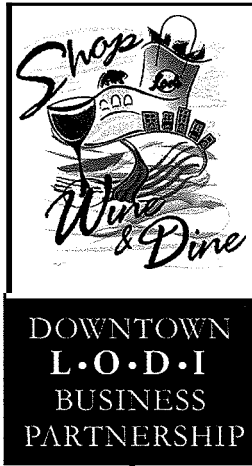
	Jan - Dec 09
Ordinary Income/Expense	
Income	
Member Assessment Fees	29,705.00
City of Lodi Funds	40,430.00
Event Revenue	
Advertising & Promotion Revenue	2,910.00
Beverage Sales	34,039.53
Parade Entry Fees	7,515.00
Sponsorship	21,760.00
Vendor Fee	29,688.00
Other Income	4,549.78
Total Event Revenue	100,462.31
Friends of Downtown	250.00
Total Income	170,847.31
Expense	
Administrative Expenses	
Bank Service Charges	919.42
Contract Labor	2,965.00
Dues and Subscriptions	193.91
Insurance-D& O and State Fund	6,589.52
Insurance - Events Liability	2,529.65
Interest	0.00
Miscellaneous	2,664.00
Office Maintenance& Repairs	1,956.58
Office Supplies	5,323.59
Payroll Expenses	
Director's Wages	47,896.93
Staff Wages	13,238.89
Payroll Taxes	5,700.92
Cell Phone	2,400.00
Total Payroll Expenses	69,236.74
Penalties	740.49
Professional Fees	
Accounting/Payroll Fees	851.25
Total Professional Fees	851.25
Rent	6,665.00
Security	315.00
Utilities	4,003.15
Administrative Expenses - Other	0.00
Total Administrative Expenses	104,953.30
Marketing Expenses	
Advertising & Promotions	
Annual Banner Program	576.08
Advertising & Promotions - Other	2,396.85
Total Advertising & Promotions	2,972.93
Mileage & Meetings	668.04
Public Relations	1,430.00
Seminars & Marketing Campaigns	100.00
Website	795.00
Total Marketing Expenses	5,965.97
Membership	
Labor/Repairs	25.00
Newsletter	25.00
Plaques & Trophies	268.68
Postage and Delivery	712.90
Sunshine Committee	580.74
Total Membership	1,612.32
Revitalization	

Downtown Lodi Business Partnership Profit & Loss

January through December 2009

Cash Basis

	Jan - Dec 09
Downtown Beautification	
Supplies	307.50
Labor/Repairs	110.00
Downtown Beautification- Other	150.00
	<hr/>
Total Downtown Beautification	567.50
Kiosk Update	130.00
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Total Revitalization	697.50
Event Expenses	
Advertising	1,665.61
Awards/Banners/Posters	985.81
Beverage Expense	35,215.51
Entertainment	6,999.00
Equipment Rental	382.00
Labor/Repairs	3,979.00
License/Permits/Inspection	1,724.90
Mileage & Meetings	73.39
Other Expense	224.34
Postage & Delivery	260.09
Marketing / Promotions	1,767.60
Sanitation	5,309.23
Supplies	2,629.57
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Total Event Expenses	61,216.05
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Total Expense	174,445.14
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Net Ordinary Income	-3,597.83
Other Income/Expense	
Other Income	
Interest Income	0.05
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Total Other Income	0.05
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Net Other Income	0.05
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Net Income	<u><u>-3,597.78</u></u>



2010 Calendar of Events

Valentine's Day Promotion

"Couples Passport to Downtown Lover's Lane"

Saturday, February 13th

Downtown Farmers Market

Every Thursday beginning

June 3rd through September 30th

5th Annual "Stuck in Lodi" Car Show

Saturday, July 31st

2nd Annual Fall Flavor Fest

"The Best of Downtown's Night Life"

Saturday, October 9th

Downtown Trick-or-Treat & Festival

Saturday, October 30th

15th Annual Parade of Lights

Thursday, December 2nd

Downtown Winterfest

Horse Drawn Carriage Rides & Holiday Festivities

Saturdays, November 27th, December 4th & 11th

2011 Calendar of Events

Valentine's Day Promotion

"Couples Passport to Downtown Lover's Lane"

Saturday, February 12th

Downtown Farmers Market

Every Thursday beginning

June 2nd through September 29th

6th Annual "Stuck in Lodi" Car Show

Saturday, July 30th

3rd Annual Fall Flavor Fest

"The Best of Downtown's Night Life"

Saturday, October 8th

Downtown Trick-or-Treat & Festival

Saturday, October 29th

16th Annual Parade of Lights

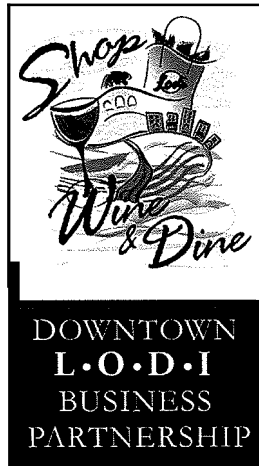
Thursday, December 1st

Downtown Winterfest

Horse Drawn Carriage Rides & Holiday Festivities

Saturdays, November 26th, December 3rd & 10th

Visit www.downtownlodi.com
for detailed event descriptions and more information



DOWNTOWN LODI BUSINESS PARTNERSHIP EVENTS

DOWNTOWN LODI CERTIFIED FARMERS MARKET OVERVIEW

Downtown Lodi Business Partnership hosts The Downtown Certified Farmers Market. The family friendly market is held every Thursday evening beginning in June throughout the end of September.

Over 25 certified farmers offer an array of fresh produce and flowers. 50 homemade and commercial arts and craft vendors line the streets of downtown attracting over 5,000 attendees each week. An upscale beer garden which offers Lodi's local brew is located adjacent from the entertainment stage. The stage hosts live music performed by local bands, along with dance performances, comedy acts and competitions. A wine garden featuring downtown's wine tasting rooms is accompanied by music.



The entertainment also includes theme nights such as Hawaiian, Mardi Gras, Country Western and Patriotic, where there are free giveaways, contests and family fun. The Food Court accompanies the market offering a wide variety of choices including hot dogs, BBQ, salads, Philippine cuisine, snow cones, smoothies and more. A Kids Zone invites kids of all ages to jump in bouncing houses, get their face painted and interact with clowns, balloon artists and animals. The Farmers Market is Lodi's summer signature event that has something for everyone!

The DLBP has Contracted with UCP for clean-up on early Friday mornings during the Farmers Market season. The increased attendance of the market has caused a need for added clean-up. The DLBP and UCP is committed to making downtown look clean and attractive after the market and in perfect time for the weekend welcoming out-of-town visitors and our community.

The DLBP is providing a photograph and copy each week to the Lodi News Sentinel profiling a Farmers Market vendor. The editorial piece is published in every Thursday's newspaper which increases visibility of the event.

New Developments and Future Plans for Farmers Market

The 2010 Farmers Market added an additional closure on School St. between Lodi Ave. and Walnut St. This new closure includes a Wine Garden sponsored by the Dancing Fox, live entertainment, art vendors, pony rides and more. The DLBP is using all resources available to market the new closure to ensure its success.

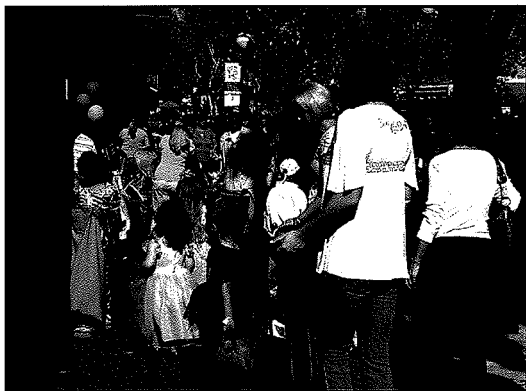
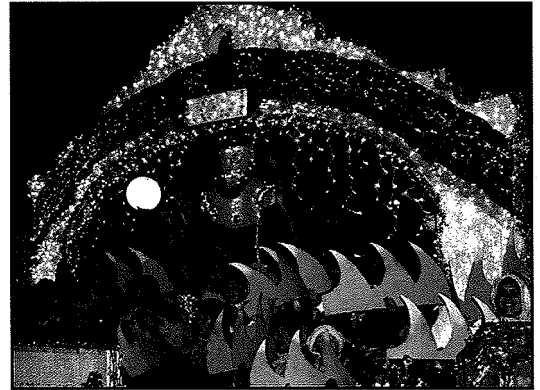
PARADE OF LIGHTS OVERVIEW

The Downtown Lodi Business Partnership presents the annual Parade of Lights – a magical holiday parade that illuminates the streets of downtown Lodi. The countless lights, floats, marching bands, dance groups and themed vehicles will entertain thousands of viewers on the first Thursday in December at 6:17 p.m. along the streets of downtown. The one mile route begins on Pine Street and continues down Church Street, Lodi Avenue, School Street and Locust.

A brilliantly lit horse-drawn carriage kicks off the festivities featuring the grand marshal. The spectacular parade concludes with holiday cheer from Santa Claus riding atop a Lodi fire truck.

Over 50,000 people of all ages line the streets of downtown. The Downtown Lodi Business Partnership invites all to be part of this signature event, Parade of Lights, which has become a cherished family tradition.

The DLBP is working on creating even more exposure of the parade and encouraging tourism to Lodi by submitting event information and photos to a variety of publications and media in the Northern California region.

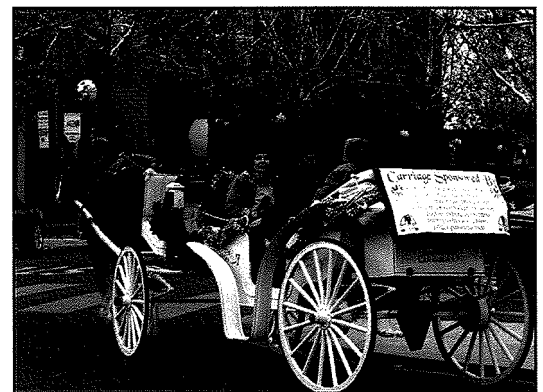


DOWNTOWN TRICK-OR-TREAT AND FALL FESTIVAL OVERVIEW

The merchants downtown invite the community to trick-or-treat at their establishments on the Saturday before Halloween between 12 noon and 4 p.m. The Fall Festival has many family activities which include; live music, a food court, pumpkin painting, petting zoo, face painting and costume contests. The festival will include farmers selling their fall harvest and arts and craft vendors

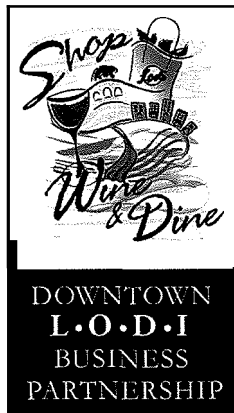
WINTERFEST OVERVIEW

Downtown Lodi celebrates the holiday season throughout the month of December and decorates the streets with lights, a 25' Christmas tree, holiday banners and fresh swags assembled by local boyscouts on the street poles. On the first two Saturdays, a horse-drawn carriage offers rides for only \$1 per person and trots along the streets of downtown. The merchants downtown display their holiday spirit and compete for the best decorated window and lighted storefront. The Holiday Shopping Incentive Program will be incorporated with Winterfest.



ANNUAL "STUCK IN LODI" CAR SHOW

The American Steel Car Club in conjunction with the DLBP hosts the annual "Stuck in Lodi" Car Show downtown in the month of August. Street rods and classic cars line the streets of downtown Lodi accompanied by a poker walk, live music, raffles, and awards.



DOWNTOWN LODI BUSINESS PARTNERSHIP **NEW IN 2010**

1. DOWNTOWN HOLIDAY SHOPPING INCENTIVE PROGRAM

The DLBP was creative in developing an incentive program to encourage the community to shop downtown during the holiday season. If \$500 was spent downtown during a specified time period and receipts were brought to the DLBP office, the shopper was able to choose a \$50 gift certificate from one of the 25 plus participating downtown businesses. The DLBP received over \$42,000 in receipts and 44 gift certificates were redeemed. The program was a success and will continue in November 2010.

2. SHOP SUNDAY CAMPAIGN

The Shop Sunday campaign was developed to promote shopping downtown on Sundays. The 22 week campaign began on Sunday, March 21st of 2010. Every Sunday between 11:30 a.m. and 4:30 p.m. in the Post Office Plaza, the DLBP had a dj playing music, a downtown booth with marketing material, banner and a raffle for a \$50 gift certificate from one of the participating businesses that are open on Sundays. An outside group was invited to set up an activity to market themselves as well as provide entertainment for the community to stimulate activity downtown on Sundays. Some examples are; Stockton Thunder Hockey, Stockton Ports Baseball, Operation Lifesaver, CHP and many more. Over 50 downtown businesses participated in the campaign, 10 of which opened on Sundays for the first time due to the efforts of the DLBP. The campaign was a success and will be considered for Spring of 2011.

The DLBP marketed the campaign by;

- Designed a Shop Sunday logo to brand the campaign that was inspired by the original DLBP logo
- Providing window decals of the logo to businesses that were open on Sundays to display in their windows
- Designed a Shop Sunday brochure listing business open on Sundays with their address and Sunday hours
- Campaign buttons with Shop Sunday logo
- Weekly write-up and photo in the Lodi News-Sentinel showcasing a business that is open on Sundays
- Activities in the Post Office Plaza every Sunday during the campaign to support the participating businesses

3. PASSPORT EVENTS

Fall Flavor Fest & Couples Passport to Lovers Lane

The passport events were developed to expose downtown businesses to a targeted audience. At no charge, the downtown businesses can list their business and a special on a passport that is themed for a special occasion. The Fall Flavor Fest highlights the best of downtown Lodi's nightlife and the Couples Passport to Lovers Lane highlights the romantic activities offered downtown. Both passport events have been added to next years calendar to become annual events.

1. POST OFFICE PLAZA PERMIT

The Downtown Lodi Business Partnership worked with the city to obtain a year-round encroachment permit and insurance for the use of the Post Office Plaza. This has allowed the DLBP to host activities, entertainment and mini-events.

The Post Office Plaza has been utilized so far for:

- Shop Sunday Activity
- Holiday Canned Food Drive
- Boy Scout Fundraiser

The DLBP is continuing to secure other activities that will add to the liveliness of downtown.

Marketing material and examples of the new developments for 2010 are attached

Downtown Holiday Shopping

Incentive Program

Spend **\$500** Downtown between November 27th & December 23rd

and receive a **\$50** gift card
from one of the many participating downtown merchants

Bring all of your receipts from all of your purchases made in Downtown Lodi between Nov. 27 - Dec. 23 that total \$500 and pick out a \$50 gift certificate from:



DOWNTOWN
L.O.D.I.
BUSINESS
PARTNERSHIP

Lodi Beer Co - City Girl - McKinley's Frame Shop - Willow Tree - Fashion Safari
Jackson Hewitt Tax Services - Pret - New & Again Consignment Furniture Gallery
PDC The Boutique - Luscious Salon - Vine & Branches Christian Bookstore - Zoop-A-Loop
Ciao Bella Spa & Boutique - Pj Polkadot - Visible Changes - House of Clocks - Danz Jewelers
John Borelli Jewelers - Burton's Shoes - The Dermal Clinic - The Dancing Fox Winery & Bakery
Lodi Feed & Fuel - Christensen's Fashions - Synowick's Jewel Box - Shangri La
Thornton House Furniture - and more!

2 Gift Certificates from each of the above of businesses are available. First come, first serve.

Thank you for shopping Downtown Lodi

Downtown Lodi Business Partnership - 4 W. Pine St. (209) 369-8052

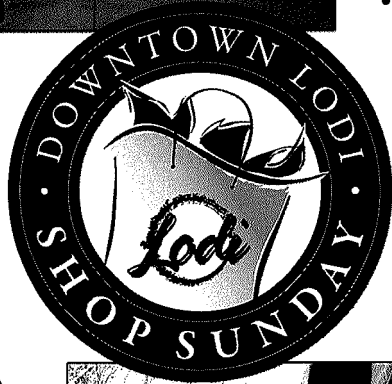
Visit www.downtownloidi.com for a listing of downtown businesses to shop

Retail - Restaurants - Professionals - Services - Wine Tasting Rooms - Salons & More!

Shop, Wine & Dine



in Downtown Lodi



**DOWNTOWN LODI
BUSINESS PARTNERSHIP**
P.O. Box 1565
Lodi, CA 95241



Thank you for shopping Sundays in Downtown Lodi!



**RETAIL SHOPS
RESTAURANTS
EATERIES
WINE TASTING ROOMS
ENTERTAINMENT
FREE PARKING GARAGE**



**DOWNTOWN LODI
BUSINESS PARTNERSHIP**
4 W. Pine St., Lodi, CA 95240
P.O. Box 1565, Lodi, CA 95241

ie 20

F 209.369.8053

owntown lodic

ji



RETAIL

Antiquarium
18W. Pine Street
11:00 a.m. to 4:00 p.m.

The Antique Group
15W. Oak Street
11:00 a.m. to 5:00 p.m.

Burton's Shoes
226 S. School Street
12:00 p.m. to 5:00 p.m.

City Girl
14W. Pine Street
12:00 p.m. to 4:00 p.m.

Clearwireless Internet
112 S. Church Street
10:00 a.m. to 3:00 p.m.

Comic Grapvine
9W. Pine Street
11:30 a.m. to 4:30 p.m.

Couture Kids
Consignment Boutique
14 B S. School Street
11:00 a.m. to 3:00 p.m.

CVS Pharmacy
100W. Lodi Avenue
8:00 a.m. to 10:00 p.m.

Fashion Safari
104 N. School Street
12:00 p.m. to 5:00 p.m.

HummelkingAntiques
15W. Pine Street
11:00 a.m. to 5:00 p.m.

Jan's SweetTreasures
18W. Elm Street
12:00 p.m. to 4:00 p.m.

JoeHassans Clothing
100 N. Sacramento Street
10:00 a.m. to 5:00 p.m.

Knowlton Gallery
115 S. School Street 14,
11:00 a.m. to 4:00 p.m.

The Launchpad
9 S. Sacramento Street
12:00 p.m. to 5:00 p.m.

Lodi Sporting Goods
220 S. Church Street, St. I
11:30 a.m. to 3:30 p.m.

The Mud Mill
115 S. School St., Ste. I
11:00 a.m. to 4:00 p.m.

New &Again
Consignment
Furniture Gallery
210 S. School Street
12:00 p.m. to 5:00 p.m.

PDCThe Boutique
115 S. School Street 5
12:00 p.m. to 4:00 p.m.

Pret
15 Downtown Mall
12:00 a.m. to 4:00 p.m.

Rocky Mountain
Chocolate Factory
115 S. School Street 4,
12:00 p.m. to 4:00 p.m.

Secondhand Rose
14 N. School Street
10:00 a.m. to 4:30 p.m.

Sheri's Sonshine
Nutrition Center
6 N. School Street
1230 p.m. to 4:30 p.m.

Stogies Cigar Lounge
230W. Pine Street
11:00 a.m. to 5:00 p.m.

Studio 20
20W. Elm Street
11:00 a.m. to 5:00 p.m.

Lodi Sporting Goods
220 S. Church Street, St. I
11:30 a.m. to 3:30 p.m.

Taste of Heaven
216 S. School Street
12:00 p.m. to 4:00 p.m.

Tom's Used Books
108 N. School Street
1:00 p.m. to 5:00 p.m.

Willow Tree
16W. Pine Street
12:00 p.m. to 4:00 p.m.

Zoop-A-Loop
40 Downtown Mall
12:00 p.m. to 4:00 p.m.

RESTAURANTS

Angelo's Mexican Food
28 N. School Street
800 a.m. to 8:00 p.m.

Crush Kitchen & Bar
115 S. School Street,
11:30 a.m. to 9:30 p.m.

The Dancing Fox
Winery & Bakery
203 S. School Street
9:00 a.m. to 3:00 p.m.

DeVinci's
Delicatessen
220 S. Church Street, #3
11:00 a.m. to 7:00 p.m.

El Pajaro
212 S. School Street
11:00 a.m. to 9:00 p.m.

KingTsin
121 S. School Street
12:00 p.m. to 9:30 p.m.

Lodi Beer Company
105 S. School Street
11:00 a.m. to 9:00 p.m.

Lodi Feed & Fuel
27W. Elm Street
10:00 a.m. to 10:00 p.m.

MooMoo's Burger Barn
113 N. School Street
11:00 a.m. to 8:00 p.m.

Rosewood Bar & Grill
28 S. School Street
4:00 p.m. to 8:00 p.m.

Scooter's California
Grill & Catering
121W. Elm Street
11:00 a.m. to 8:00 p.m.

Scramblz' Kountry
Kitchen
233 S. School Street
6:00 a.m. to 10:00 p.m.

Shrangri La
Asian Bistro
203 S. School Street
11:00 a.m. to 9:00 p.m.

Tillie's Coffee, Tea, Etc.
21 W. Pine Street
730 a.m. to 3:00 p.m.

EATERIES

The Candy Box
24 N. School Street
12:00 p.m. to 5:00 p.m.

Cold Stone Creamery
115W. Elm Street
11:00 a.m. to 9:30 p.m.

HoneyTreatYogurt
201 W. Lodi Avenue A
12:00 p.m. to 9:00 p.m.

LongJohn Silver's
16W. Lodi Avenue
10:00 a.m. to 930 p.m.

McDonald's
200W. Lodi Avenue
6:00 a.m. to 11:00 p.m.

Pizza Hut
21W. Lodi Avenue
11:00 a.m. to 11:00 p.m.

WINE TASTING ROOMS

Cellardoor
21 N. School Street
12:00 p.m. to 5:00 p.m.

The Dancing Fox
Winery & Bakery
203 S. School Street
9:00 a.m. to 3:00 p.m.

GrandAmis
115 N. School Street 5
1:00 p.m. to 5:00 p.m.

ENTAIN

Lodi Cinema 12
Movie Theater
109 N. School Street
11:00 a.m. to 10:30 p.m.

World of Wonders
Science Museum
2 N. Sacramento Street
10:00 a.m. to 6:00 p.m.



*Thank you for shopping
Sundays in Downtown Lodi!*



DOWNTOWN
L.O.D.I.
BUSINESS
PARTNERSHIP

Couples Passport
to

Downtown

Lovers Lane

Lane

SATURDAY

FEBRUARY 13TH

5 P.M. TO 9 P.M.

DOWNTOWN LODI

*\$10 COUPLES PASSPORT OFFERS
SWEET SPECIALS INCLUDING:*

\$5 COUPLES PHOTOS

\$4 LONG STEM ROSES

CHAMPAGNE & DESSERT

TASTY TREATS & GIFT

\$2 HORSE-DRAWN CARRIAGE RIDES

FLORIAN
DESIGNS
115 S. School St.
Long Stem
Rose
\$4

ROCKY
MOUNTAIN
CHOCOLATE
FACTORY
115 S. School St.
\$2 off any apple

SCOOTER'S
RESTAURANT
121 W. Elm St.
Desserts On Us!
Free Dessert with
Reg. Priced Entree

GARRY'S
LOUNGE
13 S. School St.
\$5 for
(2) Well Drinks

POCTHE
BOUTIQUE
115 S. School St.
Pre de Provence
Soap
\$2.50

LAST CALL
NIGHT CLUB
114 N. Sac St.
\$4 for (2)
Champagnes,
Mimosas or
Kamikazes

LODI BEER CO.
RESTAURANT &
BREWERY
105 S. School St.
Mix & Match
(2) Beers & Cosmos
for \$5

STOGIE'S
CIGAR LOUNGE
230 W. Pine St.
\$5 for (2)
Champagne-Port
Blend Drinks

KEN SATO
STUDIO
224 S. School St.
4x6 Couples
Photo for
\$5

SHANGRI-LA
ASIAN BISTRO
203 S. School St.
Sake Sampler
(4 Varieties) &
California Roll for \$5

LODI FEED
& FUEL
27 W. Elm St.
Champagne &
Dessert for (2)
\$5

TASTE OF
HEAVEN
216 S. School St.
FREE Chocolate
Dipped Strawberries
2 per couple
Val. Day Basket Giveaway

STOOGES BAR
105 W. Pine St.
tba

VINE &
BRANCHES
110 W. Oak St.
FREE Coffee &
\$1 Raffle Tickets
for wine from
Oak Farm Vineyards

ANTIQUARIUM
18 W. Pine St.
\$5
Lead Crystal
Bud Vase

NEW & AGAIN
CONSIGNMENT
FURNITURE
210 S. School St.
Chocolate Dipped
Fortune Cookie
\$1

SCHOOL
STREET BISTR
116 N. School St.
(2) Bellagio Italian
Dipping Chicken
\$5
with Cookies
\$5

Couples
Passport
Only
\$10.00
A \$200 Value



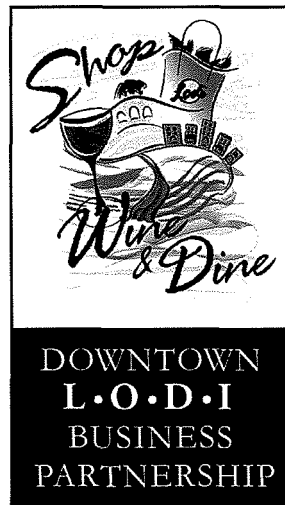
Downtown
Valentine's
Promotions
Offers:
Entertainment
Fine Food
Cocktail Lounges
Retail
Relaxing & Safe
Atmosphere

Lovers Lane

Take your loved one along the beautiful
Downtown Lodi and enjoy sweet specials
Saturday, February 13th
5 p.m. to 9 p.m.
at participating establishments in Only
\$10.00! Includes: \$5 Couples Photos, \$4 Long Stem
Roses, Champagne & Dessert, Tasty Treats & Gift, \$2 Horse-Drawn Carriage Rides.
Also includes: \$5 Couples Photos, \$4 Long Stem Roses, Champagne & Dessert, Tasty Treats & Gift, \$2 Horse-Drawn Carriage Rides.
Also includes: \$5 Couples Photos, \$4 Long Stem Roses, Champagne & Dessert, Tasty Treats & Gift, \$2 Horse-Drawn Carriage Rides.

Fall In Love In Downtown Lodi!

www.downtownlodi.com



DLBP's Marketing Current Activities and Future Plans

BRAND IMAGE

- DLBP Logo

A logo has been designed and is being used in all marketing materials and signage. The logo incorporates the three things downtown is well known for - Shop, Wine & Dine. The logo has a fresh and welcoming feel and creates a positive image for downtown.

- Revamped Brochure

The downtown brochure is a visual marketing piece that is distributed throughout Lodi in various hotels, establishments, the Chamber of Commerce, Wine & Visitors Center, and is mailed to out-of-towners that enquire through phone or e-mails for downtown information. Brochures are also given to Visit Lodi to use in their market efforts outside of Lodi. It is planned to update the brochures every two to three years.

- Develop, Install and Maintain Kiosks and Maps

The maps inside the kiosks and used in the brochures have been updated and installed in the kiosks for tourists. The maps are planned to be updated and printed every two to three years depending on the turnover of businesses and budgeted costs. On a weekly basis, posters for various events submitted by the community are posted in the kiosks for public viewing.

WEBSITE

- Web Design

The DLBP website is very appealing and user-friendly. Photos and information are constantly being uploaded. The DLBP maintains and updates the website on a regular basis.

- Statistics

The DLBP website is averaging over 30,000 hits per month and is increasing every month. The partnership is driving traffic to the website by using the web address on all marketing material, linking and cross marketing with other websites.

- Website Components

The website is very user-friendly and is a huge resource for information about the downtown businesses, the organization, the events, available properties, classifieds and blog. A new component that allows views to interactively vote on future contests has been created and the organization is planning ways to utilize the new source.

DOWNTOWN BEAUTIFICATION

- Street Light Banners

DLBP designs, purchases and hangs banners from the street poles. These banners include a standard banner with DLBP logo, Farmers Market banners, Cycle Fest banners and holiday banners. The organization also has an attachment banner program to provide advertising opportunities to local businesses.

- Flower Planting of City Pots

The DLBP has created a flower potting contest among the downtown merchants and has been replacing flowers as needed to provide a beautiful backdrop of downtown for the community and tourists to enjoy. The organization plans to continue the contest and maintenance of the flower pots.

- Sidewalk Power Washing Project

The DLBP has planned to powerwash the streets and sidewalks after the Farmers Market season within the closures and outlining areas.

- Downtown Holiday Decorations

The DLBP purchases, installs and decorates a 25' Tree in Post Office Plaza, hangs Holiday Banners, and purchases fresh swags from the local Boy Scouts to place on every street corner post.

MEDIA RELATIONS

- TV Spots on Good Day Sacramento and Channel 13 News

TV stations have responded to press releases and have covered downtown events and promotions on location and in studio. The DLBP is currently working with Comcast to consider local television ads to heighten awareness of downtown and our events.

- Radio Spots on KJOY

The DLBP records 30 second radio spots in studio inviting the public (from Modesto to Sacramento) to attend the downtown Lodi events. There is no cost to the organization, but the exposure is priceless.

- News Articles in Lodi News-Sentinel, Stockton Record, San Joaquin Magazine

The DLBP has built and is continuing to build relationships with the editorial staff of many publications to receive positive press and exposure of downtown. The organization is regularly submitting press releases to over 100 media sources throughout Central California.

- Network with the Media and Public Through Interactive Web Pages; Twitter, Facebook

In addition to the DLBP website, the organization has kept up to date with the interactive web trends. DLBP has over 630 facebook "fans" and 150 Twitter "followers" that are updated on a regular basis.

COMMUNITY OUTREACH

- Represented Downtown on Committees for City-wide Activities

The DLBP was very instrumental in coordinating and promoting the Lodi Cycle Fest. DLBP also had a "downtown team" at the Relay for Life event at the Grape Festival Grounds. The organization is sponsoring the Lodi Youth Baseball Clinic in September to give back to the community.

- Participation in Various Expos promoting Downtown

The DLBP has hosted booths at the Stockton Ports games and at the Lodi Baseball Club. Marketing material was passed out, downtown magnets with web address were given to spectators and many contacts were made. The partnership plans to schedule more appearances at events and expos in the future to market downtown outside the Lodi area.

MEMBER BENEFITS

- Quarterly Mixers

The DLBP hosts mixer every quarter at a different downtown restaurant inviting the membership and their employees to visit with their fellow merchants and enjoy appetizers. A Downtown Vision Award is presented to a downtown business that has contributed to the efforts of downtown and there is a variety of material and updates available for the members.

- Bi-Monthly Newsletter

The DLBP mails out a newsletter at least every couple of months updating the membership on the happenings of downtown and to notify them of any new programs or upcoming events.

- Lodi News-Sentinel Tab Insert

Every quarter the DLBP submits articles and photographs to the Lodi News-Sentinel to publish a special section highlighting the new businesses to downtown and the upcoming activities

- Business Directory and Link on Website

Every member is listed on the DLBP website along with their address, phone and a link to their website. If a member does not have a website, the the organization has a program developed to design a page with more detailed information and photos at a minimal cost.

- Member Discounts on Marketing Programs

The DLBP has developed many marketing opportunities including; attachment banner program, web page design, internet ad and a free classified web ad at a reduced or no cost to the member.

DEVELOP RELATIONSHIPS WITH DOWNTOWN PROPERTY OWNERS

- Web Advertising

The DLBP created a new web component that allows property owners to list their available downtown properties, contact information and photos free of charge.

EXPLORE ADDITIONAL FUNDING SOURCES

- California Downtown Association (CDA)

The DLBP joined the CDA and has been utilizing their resources and knowledge to learn the latest trends in funding diversification for non-profits from Social Enterprise Initiatives to Economic Stimulus funds. In late September, the director will be attending a four day convention in Sacramento that directly addresses these options.

FUTURE GOALS....

- Downtown Property Based B.I.D.

- Downtown Directional Signage

- Shop Lodi Campaign with Chamber of Commerce

The Downtown Lodi Business Partnership is constantly exploring new ways to better promote and market downtown. We will be keeping council and staff updated on the progress and success of the organization.



***Please immediately confirm receipt
of this fax by calling 333-6702***

CITY OF LODI
P. O. BOX 3006
LODI, CALIFORNIA 95241-1910

ADVERTISING INSTRUCTIONS

SUBJECT: PUBLIC HEARING REGARDING DLBP ANNUAL REPORT AND ANNUAL ASSESSMENT

PUBLISH DATE: SATURDAY, SEPTEMBER 11, 2010

LEGAL AD

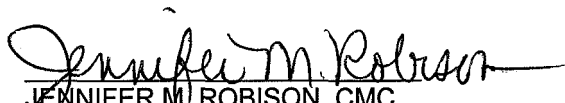
TEAR SHEETS WANTED: One (1) please

SEND AFFIDAVIT AND BILL TO:
LNS ACCT. #0510052

RANDI JOHL, CITY CLERK
City of Lodi
P.O. Box 3006
Lodi, CA 95241-1910

DATED: TUESDAY, SEPTEMBER 7, 2010

ORDERED BY: RANDI JOHL
CITY CLERK


JENNIFER M. ROBISON, CMC
ASSISTANT CITY CLERK

MARIA BECERRA
ADMINISTRATIVE CLERK

Verify Appearance of this Legal in the Newspaper – Copy to File

LNS	Faxed to the Sentinel at 369-1084 at _____ (time) on _____ (date) _____ (pages)			
	Phoned to confirm receipt of all pages at _____ (time) _____ CF _____ MB _____ JMR (initials)			



DECLARATION OF POSTING

PUBLIC HEARING REGARDING DLBP ANNUAL REPORT AND ANNUAL ASSESSMENT

On Tuesday, September 7, 2010, in the City of Lodi, San Joaquin County, California, a Public Hearing Notice regarding DLBP Annual Report and annual assessment (attached and marked as Exhibit A), was posted at the following locations:

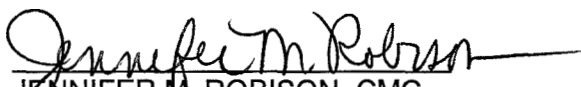
Lodi Public Library
Lodi City Clerk's Office
Lodi City Hall Lobby
Lodi Carnegie Forum

I declare under penalty of perjury that the foregoing is true and correct.

Executed on September 7, 2010, at Lodi, California.

ORDERED BY:

RANDI JOHL
CITY CLERK


JENNIFER M. ROBISON, CMC
ASSISTANT CITY CLERK

MARIA BECERRA
ADMINISTRATIVE CLERK

NOTICE OF PUBLIC HEARING

RESOLUTION NO. 2010-158

A RESOLUTION OF INTENTION TO LEVY ANNUAL ASSESSMENT FOR DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1, ESTABLISHING PUBLIC HEARING DATE, AND APPROVING ANNUAL REPORT

=====

WHEREAS, Downtown Lodi Business Improvement Area No. 1 was established December 17, 1997, by City Council adoption of ordinance 1654; and

WHEREAS, the annual report as required by Streets and Highways Code §536533 has been submitted to the Council by the Board of Directors of said improvement area.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and finds as follows:

1. Approves the Annual Report as submitted, said report being on file with the City Clerk.
2. Establishes **October 6, 2010, in the City Council Chambers, Carnegie Forum, 305 West Pine Street, Lodi, California, at 7:00 p.m.**, or soon thereafter as possible, as the date, place, and time to hold the public hearing required by Streets and Highways Code §36534.
3. It is the intention of the City Council to levy and collect assessments within the parking and business improvement area for calendar year 2011 (the Area's fiscal year).
4. The boundaries of the entire area to be included in the Area and the boundaries of each separate benefit zone within the area set forth in a Map, Exhibit D, incorporated herein by reference. A true and correct copy of the map is on file with the City Clerk of the City of Lodi.
5. The types of improvements and activities proposed to be funded by the levy of assessments on businesses in the Area include marketing and promotional efforts; event coordination; and other activities with the goal to promote retail activities. A detailed description of activities is included in the Annual Report, Exhibit A, and incorporated by reference.
6. At the time of the public hearing, written and oral protests may be made. The form and manner of protests shall comply with Streets and Highways Code § 36524 and 36525.

Date: September 1, 2010

=====

I hereby certify that Resolution No. 2010-158 was passed and adopted by the Lodi City Council in a regular meeting held September 1, 2010, by the following vote:

AYES: COUNCIL MEMBERS – Hansen, Hitchcock, Johnson, Mounce, and
Mayor Katzakian

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – None

ABSTAIN: COUNCIL MEMBERS – None


RANDI JOHL
City Clerk

CITY COUNCIL

PHILKATZAKIAN, Mayor
SUSAN HITCHCOCK,
Mayor Pro Tempore
LARRY D. HANSEN
BOB JOHNSON
JOANNE MOUNCE

CITY OF LODI

CITY HALL, 221 WEST PINE STREET
P.O. BOX 3006
LODI, CALIFORNIA 95241-1910
(209) 333-6702 / FAX (209) 333-6807
www.lodi.gov cityclerk@lodi.gov

KONRADT BARTLAM
interim City Manager
RANDI JOHL, City Clerk
D. STEPHEN SCHWABAUER
City Attorney

October 8, 2010

Jamie Watts
Executive Director
Downtown Lodi Business Partnership
P.O. Box 1565
Lodi, CA 95241-1565

**RE: RESOLUTION CONFIRMING THE 2010 ANNUAL REPORT FOR THE
DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1 AND LEVY
OF ASSESSMENT**

The Lodi City Council, at its meeting of October 6, 2010, adopted the enclosed resolution confirming the 2010 Annual Report for the Downtown Lodi Business Improvement Area No. 1 and levy of assessment.

Should you have any questions, please feel free to contact the City Clerk's Office.

Sincerely,


Jennifer M. Robison
Assistant City Clerk

JMR

Enclosure